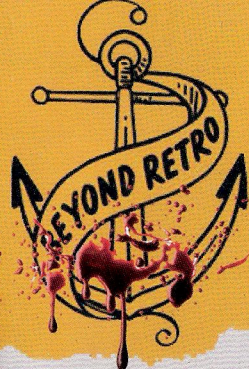


DON'T BUY THE 'VINTAGE' LIE



What exactly does the term 'vintage' mean? In the case of the fur on sale at Beyond Retro, it simply means 'second hand' or even 'new'. According to many people who work in the fur trade, there is no such thing as vintage fur in this country. It is simply second rate new fur which is not of a high enough quality to be sold in the top end shops and is therefore passed on to the 'vintage' market.

'Second hand' and 'vintage' are two completely different things. Remember, if you buy a new fur coat from a high street retailer, the moment you leave the shop, that garment is 'second hand'. At Beyond Retro, this coat would be labeled 'vintage'.

We asked a Beyond Retro employee how the fur on sale is aged, and the shop assistant declined to comment. The only way that Beyond Retro can establish the age of a fur item is by sending a sample to a laboratory to be tested. Despite this they are labeling every second hand coat that comes their way 'vintage' and are telling customers that their garments are all "thirty or forty years old".

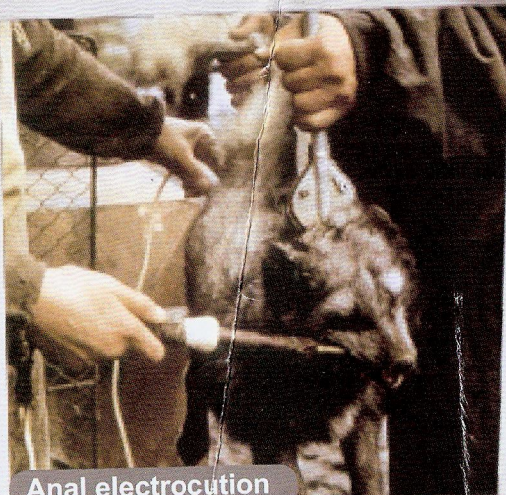
But why would the fur dealers go to such great lengths to mislabel their products? Well, you have to remember that new fur is still taboo in this country, and it is this taboo that Beyond Retro are relying on to con people into buying their so called 'vintage' fur. Unscrupulous fur dealers are quite happy to label a garment vintage so that they can easily get their products into British shops via second hand wholesalers.

The mislabeling of fur doesn't stop there. Take the Far Eastern fur farms for example. Much of the fur coming out of countries like China and North Korea is in fact cat and dog fur. The fur dealers know that no one in their right mind is going to walk into a shop and buy a cat or dog fur coat, so what they do is label it 'mink' or 'rabbit'.

Wearing fur of any age perpetuates the idea that it is okay to use an animal as a fashion accessory. Every time you wear a fur garment, regardless of its age, you are acting as an advertisement for the fur trade.

What can you do?

Join the boycott! We're not asking you to boycott Beyond Retro forever, just until they stop selling real fur. Remember, the only language that Beyond Retro understands is 'profit and loss'. If enough people get behind the boycott, we could stop this madness within a few weeks.



Anal electrocution

It doesn't matter when this happened,



the result is sold today at
Beyond Retro.